

**2019 CalEITC Education and Outreach
Notice of Funding Availability
Questions and Answers (Q&As)**

Submitted Questions:

Question: One of our most effective outreach methods is the individual enrollment/intake session by our subcontractors. At this enrollment session, case managers inform clients of free tax preparation assistance services, ask if they have filed their latest tax return, and provide information about the newly expanded CalEITC, federal EITC, and Child Tax Credit. The case manager then provides the client with the VITA/EITC flyer. Should this interaction be considered “Canvassing” or “Collateral Messaging”?

Answer: Per the Outreach Activity definitions and instructions provided in the Scope of Work Instruction worksheet in the 2019 CalEITC Supplemental Workbook, the context described above falls under Collateral Messaging for the purposes of this NOFA.

Question: Is canvassing a required activity for Target Area 1: Statewide? On p.10 of the NOFA and on the bidders' conference, canvassing is listed as required, but on p. 11 (and in the FAQ) it is stated: "Statewide grantees may support canvassing efforts, but it is not a requirement." Please clarify.

Answer: Statewide and rural grantees may support Canvassing efforts, but it ***is not a required*** outreach activity. Although canvassing is not required for statewide or rural grantees, person-to-person interactions by a trusted messenger have been shown to provide a significant impact. Rural and statewide applicants should consider the feasibility of incorporating this strategy into their application. Statewide and rural grantees should also consider utilizing text messaging, call centers, and other methods of person-to-person contact that may scale better than door-to-door canvassing.

Question: For Statewide applicants, how much information are you looking for regarding the geographic areas to be targeted when using online methods of outreach?

Answer: Statewide grantees will provide coverage to the broadest audience, reaching the largest number of eligible Californians through a variety of outreach strategies. Statewide grantees are not required to reach every single county throughout the state but should focus on activities designed to make an impact on the largest populations including, but not limited to, social media, hosting mega events, airing public service announcements, radio interviews, call center engagement, etc. Awarded applicants will need to provide geographic information for the strategies outlined in their Scope of Work. The degree of granularity will depend on the specific activity.